

## **Appliances and Electronics Specialists in Saudi Arabia**

Market Direction | 2023-03-13 | 37 pages | Euromonitor

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### **Report description:**

Appliances and electronics specialists witnessed healthy growth in current value terms in 2022, while the number of outlets recovered to pre-pandemic levels. During 2020, lockdown measures forced non-essential retailers including appliances and electronics specialists to remain closed between mid-March and late June with this hitting store-based sales hard. Sales saw a strong recovery in 2021 as stores reopened and consumers looked for ways to improve their home, as well as investing in products...

Euromonitor International's Appliances and Electronics Specialists in Saudi Arabia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Appliances and Electronics Specialists market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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March 2023

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Appliances and electronics specialists see strong performance in 2022

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BNPL provides a new means of payment but competition from e-commerce grows

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Tourism and entertainment seasons to support growth, while tech-savvy locals will look for the latest innovation

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